

**Code: 17MBA3003**

**SET-I**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**II MBA III Semester Regular & Supplementary Examinations, November-2019  
ENTREPRENEURIAL DEVELOPMENT**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

1. a) “A successful entrepreneur identifies potential service or design for an innovation and results into society” support the statement with the help of the functions. **6M**  
b) Explain the types of Entrepreneurs. **6M**
2. a) Write about the national institutions of entrepreneurship and small business development. **6M**  
b) Why there is a requirement of entrepreneurship development programme? Explain **6M**
3. a) Explain methods of generating new ideas. **6 M**  
b) Elucidate technical Feasibility **6M**
4. a) Describe the role of Industrial Development Bank of India **6M**  
b) Define venture capital. Explain the sources of venture capital **6M**
5. a) Define e-entrepreneur. Explain the purpose of creating e-entrepreneur. **6M**  
b) Explain e-business ventures in different sectors **6M**
6. a) What are the principles of working capital management? **6M**  
b) What are the characteristics of TQM? **6M**
7. a) Explain the global perspective on entrepreneurship and give the factors for contributing to entrepreneurship development in India. **6M**  
b) What are the social and ethical responsibilities of an entrepreneur? **6M**

8.

### **CASE STUDY:**

**12M**

Pure swing Golf, Inc. manufacturing and sells a full line of golf equipment, including clubs, golf balls, leisurewear, and ancillary equipment (bags, rain gear, towels etc). The company competes in a highly competitive and fast-paced industry against better known competitors, such as Nike, Taylor Made, Titleist, PING, Callaway, and Cleveland.

Among the keys to success in this industry are the continuous introduction of new club models, innovative engineering and design, and speed to market. As a smaller company trying to stay abreast of stronger competitors, pure swing places great emphasis on the project management process in order to remain profitable. At any point in time the company will have over 35 project teams working to develop new ideas across the entire product range.

Pure swing prefers to find promising engineers from within the organization promote them to project manager. It feels that these individuals, having learned the company's Philosophy of competitive success, are best equipped to run new product introduction projects.

For years, pure swing relied on volunteers to move into project management but lately it has realized that this ad hoc method for finding and encouraging project managers is not sufficient. The failure rate for these project manager volunteers is over 40%, too high for a company of pure swing's size. With such steady turnover among the volunteers, successful managers have to pick up the slack—they often manage five or six projects simultaneously. Top management is worried about burnout among these high-performing project managers and so has decided that it must develop a coordinated program for finding new project managers, including creating a career path in project management within the organization.

Questions:-

1. Imagine you are human resources professional at pure swing who has been assigned to develop a program for recruiting new project managers. Design a job description for the position.
2. What qualities and personal characteristics support a higher likelihood of success as a project manager?
3. What qualities and personal characteristics would make it difficult to be a successful project manager?